

ICRI GLOBAL

Intergenerational Climate Resilience Initiative

Terms of Reference — Brand & Digital Communications Officer

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| Title | Brand & Digital Communications Officer |
| Category | Full-Time Contract — Foundation Stage |
| Station | Remote |
| Date Posted | March 2026 |
| Contract Duration | 3-month initial contract (full-time, 1.0 FTE), renewable subject to performance and funding. 3-month probation period. |

Result of Service

The Brand & Digital Communications Officer will build and maintain a consistent, credible, and institutionally appropriate communications presence for ICRI Global. At the end of the engagement, ICRI will have a defined brand voice, a functioning content system, a regular publishing cadence, and a suite of institutional materials that collectively signal organisational readiness.

Responsibilities

Background and Organisational Setting

ICRI Global is a Swiss-registered nonprofit association working at the intersection of Indigenous and local community rights, Traditional Ecological Knowledge governance, biodiversity policy, and equitable benefit-sharing.

The Officer will work under the direct supervision of the President and in close coordination with the Operations & Partnerships Coordinator and programme leads.

I. Brand Identity and Messaging

- Develop and maintain a brand language document comprising a standard tagline, approved organisational descriptions at three lengths, and core messaging for each of ICRI's programme areas
- Ensure consistent application of ICRI's visual identity colours, typography, logo usage, and image style across all platforms and communications materials
- Build and maintain a shared Canva workspace containing approved templates for LinkedIn posts, presentations, one-pagers, and event announcements
- Conduct periodic audits of all external-facing materials and flag inconsistencies
- Support the development of community-facing communications materials in coordination with field teams, ensuring cultural sensitivity and appropriate register

II. Social Media and Content Management

- Develop and maintain a monthly content calendar aligned with ICRI's programme activities, international policy events, and the global environmental governance calendar
- Produce and publish a minimum of two LinkedIn posts per week, combining programme updates, policy moments, and biodiversity and Indigenous rights awareness dates

- Cross-post approved content to ICRI's Facebook page and manage community engagement on both platforms
- Build and maintain an annual communications calendar covering key international dates
- Monitor media coverage of ICRI's mandate areas Traditional Ecological Knowledge, ABS, DSI, community data sovereignty and flag relevant developments
- Grow ICRI's LinkedIn presence through consistent engagement responding to comments, engaging with partner and institutional posts, and tagging relevant organisations
- Provide a brief monthly analytics report covering reach, engagement, and follower growth

III. Website Management

- Maintain and update the ICRI website with current programme information, news, partner updates, and organisational announcements
- Conduct an initial website audit and submit a written gap report with prioritised improvement recommendations to the President
- Apply basic SEO practices to improve ICRI's visibility in searches for key terms including Indigenous knowledge governance, access and benefit-sharing, community data sovereignty, and Traditional Ecological Knowledge
- Ensure all website content is accurate, consistently formatted, and aligned with ICRI's institutional register

IV. Institutional Communications and Trust Infrastructure

- Develop and maintain ICRI's institutional trust package organisational one-pager, governance overview, standard presentation deck, and FAQ document in close coordination with the Operations & Partnerships Coordinator
- Design and produce infographics that translate complex policy concepts into accessible visuals for donor and partner audiences
- Produce and distribute ICRI's periodic newsletter — including layout, design, and coordination of content from programme leads
- Support the formatting and layout of policy briefs and information documents when submitted by ICRI

V. Presentations and Visual Production

- Prepare PowerPoint presentations in coordination with the Operations & Partnerships Coordinator for board meetings, donor engagements, partner discussions, and conference participation
- Design and maintain standardised programme report templates so field outputs are professionally formatted when shared externally
- Produce visual assets for ICRI's participation in conferences, side events, and webinars — including banners, slide covers, social cards, and event announcements
- Develop and maintain an organised media and asset library in SharePoint — including approved images, logos, partner assets, and archived materials
- Design onboarding materials for new team members and partners, ensuring a professional and consistent first impression

VI. Fundraising and Partnership Support

- Provide visual design and layout support for funding proposals, concept notes, and pitch materials prepared by the Operations & Partnerships Coordinator and the President
- Design donor-facing presentation decks and briefing materials that visually reinforce ICRI's credibility and institutional positioning

- Support the production of impact reports and case study materials drawing on field documentation from ICRI's programme areas

Qualifications and Skills

Education

A first-level university degree in communications, marketing, graphic design, international relations, or a related field is required.

Experience and Expertise

- A minimum of two years of professional experience in brand communications, digital content production, or social media management is required
- Demonstrated experience producing visual content using Canva or equivalent design tools is required
- Proven ability to adapt communications style and tone for different professional audiences is required
- Experience producing content for an NGO, international organisation, or mission-driven entity is desirable
- Demonstrated experience managing a content calendar and social media publishing schedule independently is desirable
- Experience producing PowerPoint presentations for institutional or donor audiences is desirable
- Knowledge of or genuine interest in environmental governance, Indigenous rights, biodiversity policy, or international development is desirable
- Experience managing website content and applying basic SEO practices is desirable
- Experience designing newsletters and managing distribution is desirable

Skills and Profile

- Strong visual communication instincts with a demonstrated commitment to brand consistency and design quality
- Ability to translate complex, multi-thematic work into clear, accessible, and credible content for institutional audiences
- Strong written communication skills in English at a professional institutional level
- Self-directed and organised — able to manage a full content and production workload with minimal supervision
- Collaborative and responsive — able to work across a small remote team and integrate input from multiple stakeholders
- Receptive to editorial direction and able to adapt tone, register, and style quickly
- Culturally aware and sensitive to the communities, governance processes, and policy environments ICRI operates within

Remuneration

This is a full-time staff position. Compensation will be offered as a fixed-term employment contract, with salary commensurate with experience and aligned with ICRI Global's nonprofit pay principles and available funding. The indicative salary range will be shared with shortlisted candidates before interview.

Performance Indicators — 90-Day Review

The following measurable outputs will form the basis of the formal performance review at the end of the initial contract period.

| Deliverable | Success Indicator | Target Date |
|-------------------------------|---|---------------------|
| Brand language document | Tagline, three-length org descriptions, and core messages approved by President | End of Month 1 |
| Canva workspace structured | Approved templates for LinkedIn, presentations, and one-pagers built and accessible | End of Month 1 |
| Content calendar live | Monthly calendar populated, approved, and publishing on schedule | End of Month 1 |
| Annual events calendar | Full year of observance dates documented in SharePoint | End of Month 1 |
| LinkedIn posting cadence | Minimum 2 posts per week published consistently | Ongoing from Week 1 |
| Facebook cross-posting active | All approved content cross-posted without exception | Ongoing from Week 2 |
| Website audit report | Written gap analysis with prioritised recommendations submitted | End of Month 2 |
| Website updated | All programme pages and news accurate and current | End of Month 2 |
| Trust package complete | One-pager, governance overview, standard deck, and FAQ finalised | End of Month 3 |
| First newsletter issued | Designed, populated, and distributed to ICRI's partner list | End of Month 3 |
| Monthly analytics report | Brief LinkedIn performance summary delivered each month | End of each month |

Languages

English is the primary working language of ICRI Global. Fluency in written and oral English is required. Knowledge of French, German, or another working language is desirable.

Application

Interested candidates are invited to submit the following documents:

- A **current curriculum vitae** (maximum 3 pages)
- A **portfolio** (links or attachments) demonstrating brand identity work, social media content, presentation design, and any visual or multimedia assets produced
- A **cover note** of no more than 300 words responding to the following question:
ICRI Global communicates with institutional donors, and senior policy professionals across

multiple international policy processes. How would you approach building our communications presence for that audience from the ground up?

- **Contact details for one professional reference** (name, organisation, role, email, and phone)

Please send your application as a single PDF file to info@icriglobal.org with the subject line:

Application – Brand & Digital Communications Officer

Shortlisted candidates will be invited to complete a practical creative assessment followed by a structured, competency-based interview. ICRI Global is committed to an equitable and transparent selection process and strongly encourages applications from candidates based in biodiversity-rich and Global South regions.